



Funded by
UK Government

Accelerator Case Study

Meridian Accountancy



**Peace of Mind.
Efficient Systems.
Profitable Outcomes.**

Sector: Accountancy

Location: Leicester

Size: Micro

About the business

Meridian Accountancy is based in Highfields, Leicester. It has been running 30 years and was established by Anjana Thanki. Her son, Manish Thanki took over in 2005 who manages the business today with fellow director, Chetna Thanki.

Challenges faced

The business was struggling to acquire lead generation of potential new clients, through the use of social media channels. As Manish puts it “I had a spray and pray approach.” This meant although they were putting the effort in, they were getting very little or no visibility and engagement on their social channels.

Solution - Support Given

East Midlands Business Adviser, Prashant Gandabhai reconnected with Meridian Accountancy following an extension of the Leicester Accelerator project. They were supported last year with a business diagnostic and advice on marketing strategies.

Through 1-to-1 support Prashant has helped the business successfully apply for a £2,000 growth voucher to support its digital activity. They have been working with an external consultant, funded by the growth voucher, on creating a social media strategy with a road map, clear branding and call to action. Manish adds: “I have formalised my sales funnel by starting email campaigns with Mailchimp”.

Manish has also attended the WordPress Masterclass workshop to improve his web skills.



Leicester east midlands
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Impact - The Difference it's Made

The support has helped the business improve processes and the email campaigns have led to new subscribers which can be nurtured for future conversion. Manish is hopeful that the new activity will provide 10 new clients, with an average value of £2,000 each.

A word from the business:

"I appreciate the support provided by Leicester Accelerator and Prashant. He guided me through the application process for the growth voucher and I'm grateful for the consultancy advice which has given us a sales pipeline.

The support has been very genuine and sincere. Thank you."

Manish Thanki, Director

Accelerator has provided:

- 1-to-1 Advice
- Growth Voucher
- Workshops

Impact to business:

- Improved processes
- New technologies
- New leads
- Upskilling

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.